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How to Set Up Panel Distribution with an External Provider (e.g., Cint)

Survey Automator guide

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Panel distribution involves partnering with an external panel provider to collect responses to your survey. The provider directs its panelists to your survey link, and the platform automatically sends them back to the provider's system once they've completed the survey or been filtered out—so the provider can track the status of its fieldwork in real time.

The setup is based on a simple link exchange between the two platforms.

Step 1 — Retrieve your survey links In Survey Automator, go to Survey → Export → Panel links. Copy the links that appear, then click Enable panel links.

Step 2 — Enter the links in the provider's system Paste the survey links into the panel provider's system (e.g., Cint). The provider will then generate two redirect links: one for Completes and one for Screen outs.

Step 3 — Add the redirect links to the survey In Survey Automator, go to Survey → Survey settings (white gear icon) → Survey texts. Paste the provider's "Complete" link into the "Complete" field, and their "Screen out" link into the "Screen out" field.

Done. Once the survey is active, Survey Automator will automatically redirect respondents to the correct link based on the outcome, and the vendor's system will track completes and screen outs in real time.

The latest version of this guide: https://www.researchautomators.com/guides/panel-distribution/